



**American
Red Cross**

FAST FACTS...

Blood Donors – Body Art

- 1) Blood transfused in Michigan comes from **volunteer donors**, who want to share the gift of life.
- 2) The federal government sets rules for **blood donor eligibility** – and **temporarily defers** donors for many reasons.
- 3) In Michigan, people who have gotten tattoos - *or have had their bodies pierced* - are **currently deferred for a year**.
- 4) The deferral is because tattoo shops have **no required health standards**, and customers may be put at risk to develop infections such as hepatitis.
- 5) Here in Michigan:
 - a. About **5%** of eligible donors give blood, yet almost **70%** of all people will receive a transfusion in their lifetimes.
 - b. Some high school and college drives report that **about half of donors** have new tattoos or body piercings.
 - c. These donors **cannot donate blood for a year**.
 - d. We estimate that the number of donors deferred by tattoos may be **as high as 5,000 annually**.
 - e. People can donate whole blood up to 6 times-a-year -- the amount of blood we can't collect in Michigan could be as high as 30,000 units.
- 6) American Red Cross Blood Services **supports the effort to regulate conditions in tattoo parlors**.

reasons to give **by the numbers 2006**

- ◆ The American Red Cross provides 80 percent of the blood used by patients in Michigan hospitals.
- ◆ Most of Michigan is served by two large Red Cross blood regions. The Southeastern Michigan Region serves six counties in and around metro Detroit. The Great Lakes Region serves 65 counties from the Michigan-Ohio border to the Upper Peninsula.
- ◆ Approximately 10 million people live within the areas served by Michigan's American Red Cross.
- ◆ 429,633 Michigan residents donated blood last year.
- ◆ About 10 percent of blood donors were giving blood for the first time last year.
- ◆ 399,205 whole blood units were collected last year.
- ◆ 12,249 blood drives were held throughout the state last year.
- ◆ 3,214 Michigan businesses, schools, college and universities, civic and community groups, and places of worship sponsored blood drives last year.
- ◆ Nearly 1 million blood products were distributed to help patients in 127 Michigan hospitals last year.
- ◆ This year, the American Red Cross needs to collect about 1,600 blood donations from volunteer donors each working day to meet increasing hospital demands.
- ◆ About 38 percent of the population is eligible to give blood, and of those, only a small percent actually donate.



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Please give blood
Call 1•800•GIVE LIFE
Visit www.givelife.org

reasons to give **blood basics**

- ◆ Volunteer blood donors are the main source of blood products for hospital patients.
- ◆ Every two seconds, someone in the United States needs a blood transfusion.
- ◆ One blood donation may help save the lives of up to three people.
- ◆ Each whole blood donation may be divided into its components: red cells, plasma and platelets.
- ◆ Patients with cancer, leukemia, heart disease, sickle cell anemia and other serious illness may need blood transfusions to survive, as well as victims of accident or trauma.
- ◆ People 69 years or older account for 10 percent of the population, but use about 50 percent of all blood transfused.
- ◆ About 20 percent of the blood supply is donated by high school and college students.
- ◆ About 8 million blood donors give about 15 million units of whole blood each year in the United States.
- ◆ Nearly 70 percent of people will need a blood transfusion in their lifetime, yet only 5 percent of those eligible give blood.
- ◆ All donated blood is tested for transmitted diseases. You cannot contract HIV or any other infectious disease by giving blood.
- ◆ Blood donors must be 17 years or older, in good general health and weigh at least 110 pounds.



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reasons to **give** who needs blood?

A three-year-old has cancer. Leukemia strikes a high schooler preparing for college. A young mother has unexpected complications after giving birth. Every day, patients across the U.S. need an average of 38,000 units of blood. That's about 15 million donations--or nearly 40 million blood products--transfused to 5 million patients a year.

- ◆ Red cells are used for patients who require surgery, lose blood in accidents or trauma, or have anemia, or for the intensive care of premature or newborn infants.
- ◆ Plasma is used to treat burn and shock victims.
- ◆ Platelets can control bleeding in patients with leukemia or undergoing chemotherapy.
- ◆ Plasma derivatives are used to treat individuals who are missing a factor in their blood that prevents excessive bleeding, who cannot fight infections, or who have experienced a significant loss of fluid as a result of a burn or injury.

Condition	Blood product needs
Liver transplant	6-10 units of red blood cells 20 units of plasma 1 unit of platelets
Kidney transplant	1-2 units of red blood cells
Heart transplant	4-6 units of red blood cells
Adult open heart surgery	2-6 units of red blood cells 2-4 units of plasma 1-10 units of platelets
Newborn open heart surgery	1-4 units of red blood cells 1-2 units of plasma 1-4 units of platelets
Prostate cancer surgery	2-4 units of red blood cells
Abdominal aortic aneurysm	4-6 units of red blood cells
Bone marrow transplant	1-2 units of red blood cells every other day for 2-4 weeks 6-8 units of platelets daily for 4-6 weeks
Automobile accident	4-40 units of red blood cells
Leukemia	2-6 units of red blood cells 6-8 units of platelets daily for 2-4 weeks
Sickle Cell disease	10-15 units of red blood cells for severe complications
Premature newborn	1-4 units of red blood cells while in Intensive Care



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reasons to **give** about our region

- ◆ The **Great Lakes Region** collects blood from volunteer donors in **65 counties** across Michigan. We distribute blood and blood products to about **70 hospitals** in our Region, and have administrative offices in **Flint, Grand Rapids, Kalamazoo, Lansing, Muskegon and Petoskey**.
- ◆ The Region **stretches 213 miles**, from **Lake Huron to Lake Michigan**; and from the **Ohio border 360 miles north to Sault Ste. Marie** and the **Canadian border**. About **5 million** people live in the Great Lakes Region. Anyone of them could need blood at any time.
- ◆ Last year, the Great Lakes Region **collected about 169,000 units** of blood from volunteer donors. From these donations, the Region manufactured nearly **422,000 blood products** and helped save thousands of lives--across Michigan and the United States.
- ◆ The Region employs nearly **400 staff members**, and operates on a **\$35.4 million budget**. Staff members work at Regional facilities 24-hours-a-day, 7-days-a-week, 365-days-a-year to answer any emergency--anytime, anywhere. We also work with nearly **30 Red Cross Chapters** across Michigan.
- ◆ **Our workers** include nurses, phlebotomists, laboratory technicians, medical technologists, secretaries, telephone recruiters, truck drivers, packers, schedulers, computer operators, managers and more. Working together, **we are all part of the American Red Cross**, the most recognized symbol of lifesaving in the entire world.
- ◆ Staff members of the Great Lakes Region will drive cars and trucks about **2 million miles per year collecting and delivering blood products** across Michigan.
- ◆ This year, we'll serve about a **quarter million glasses of fruit drinks** to help donors refresh themselves after donating blood. And, best of all, we will offer those donors more than **850,000 cookies** each year.
- ◆ We're **extremely proud** of our volunteer blood donors. Their generosity and desire to help save the lives of their fellow Americans is the real reason the Red Cross has been so successful as the **steward of America's blood supply** for nearly 60 years.



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LIFELines



NEWS FOR DONORS IN THE GREAT LAKES REGION BLOOD SERVICES

Fall 2007

Be the one in more ways than one...

Summer will be behind us... very soon... and hopefully, too, the time when the supply of blood dips to critical levels for months on end. While many of us were enjoying the season, the American Red Cross remained hard at work to maintain the blood supply. Many of you—our **faithful blood donors**—were key to ensuring patients had the blood they needed.

Our goal, as always, is to provide the highest quality product of the right type to the right patient at the right time—every time. To do that, **we need you.** Your commitment helps hospitals to save the lives of someone's

friend, someone's relative and someone's neighbor. You can be the one to help save lives in one, two or three simple ways...

Be a Regular Blood Donor.

Regular donations of whole blood, double red cells and platelets are key to preparedness. Depending on the kind of donation, certain blood types may be needed at particular times. Whether you're Type O, A, B or AB, someone needs you!

Sponsor an American Red Cross Blood Drive. Sponsoring a blood drive is a good way to support the Red Cross, one donation at a time.



Red Cross staff serve dedicated blood donors daily

Be an American Red Cross Ambassador. Spread the word about the American Red Cross and the need for blood donations!

For more information, call **1-800-GIVE LIFE** or visit www.givelife.org.

Why we give: Korbin's story

They call him a little fighter. And at 7 months old and 15 pounds, he looks every bit his nickname.

"He even eats as much as me," says dad **Chad Marecek** of **Korbin**.

"That's why it seems like someone else's story when we talk about his first month. He's doing so well now."

Korbin was born a week before Christmas. By emergency C-section. And nearly six weeks premature.

"He came out with his eyes wide open and let out a big old scream," says Chad of how his son was a fighter from the start. "But then his lungs collapsed. They just weren't developed."



Marecek-Cherpes Family

Mom **Jessica Cherpes** was just as scared that Korbin came so early. Her pregnancy had been easy. She had even kept her job, working the jewelry counter at Wal-Mart.

But then, she woke up to the unexpected, and was taken by ambulance to the hospital. After his birth, Korbin was placed in intensive care, and treated for **pulmonary arterial hypertension**, a condition in which the lungs aren't capable of oxygenating blood.

"If people hadn't donated blood, Korbin wouldn't have made it," says Jessica, of how her son needed transfusions almost immediately. "It seemed

scary at first, but then I realized that millions of people get transfusions for lots of things."

One of those millions was Jessica. Now in her early 20s, Jessica received three blood transfusions as a newborn to treat severe jaundice. Chad, too, needed blood after a horrific car accident in 2003 that damaged his liver and hips, and nearly took his life. Today, Chad works residential construction and joins Jessica in raising a near toddler in St. Johns, Mich.

"Korbin has never been sick one day since he left the hospital," says Jessica. "He's very healthy and happy. You'd never know he was premature."

Babies like Korbin may need blood every day in their fight for life. They can do it with the support of blood donors like you!

Donor talk: Stephanie's story

Stephanie Richards never meant to make her mom cry. But the day she called to say she had given blood, her mom burst into tears.

"She's always tried to get the word out to give blood, not just for her sake, but for everyone's," says the 20-something Muskegon resident of her mom, **Chris Erickson**. "I guess she was real proud of me."

And for good reason. For four years, Stephanie tried to donate, but couldn't...her iron was low, then she was pregnant, then her iron was low again. Although the cycle repeated itself, her motivation remained—particularly when her mother was being treated for **cervical cancer**.

"I never thought of blood donation before my mom got cancer," says Stephanie who made her very **first donation last spring**. "You feel so helpless when someone you know and love is sick. So it made me feel empowered to give blood, and to know I was doing something to help."

For Chris, Stephanie's drive to donate is another sign of her daughter's giving spirit.

"She never said anything to me about trying to donate so many times," says Chris. "She didn't want to be *hurrah, here I am, giving blood*. She was just somebody giving who was grateful."

Now 53, **Chris is in remission**, but learning to live with the effects of excruciating treatments. Since her diagnosis at age 49, she's had several major surgeries, had extended stretches of chemo and radiation therapy, received nearly a dozen blood transfusions, and been treated at the **Mayo Clinic**.

"The biggest thing I can say is that blood saved my life," says Chris. "And you don't think about blood until you really need it."

For Stephanie, she's simply happy her mom is alive—and that she can do something that makes a difference.



Stephanie Richards

"I want my kids to learn about giving to other people," says Stephanie of **Cole, 10, Cailey, 4, and Brody, 2**. "When you do something for someone else, it minimizes your problems—and you see that there's someone else in the world aside from yourself."

Stephanie volunteers to donate blood at the twice-a-year blood drive at her workplace—Pratt & Whitney. She tells Lifelines that the drive has been hugely successful in the past year, especially since two employees began receiving blood products as part of their cancer treatments.

We're doing doubles...

Strapped for time? Know someone who is? Still want to help save lives?

The American Red Cross offers donors the chance to double their donation, and save up to twice as many lives through one donation procedure.



Double red cell technology has gained in popularity in the past four years, with opportunities to give at nearly all 14 fixed sites and half of all daily blood drives throughout Michigan.

"Doing a double red donation is especially good for donors who can only come in once or twice a year," says **Shelly Roosa**, assistant director of collections and double red cell coordinator in the Great Lakes Region. "Even though the procedure takes a little longer than a whole blood donation, you schedule your donations less frequently—which can help those of us who struggle with increasingly busy lives."

The automated donation process involves drawing two units of red cells, while returning platelets, plasma, plus 500 mL of saline to the donor. After donating double reds, you can give again in 112 days (instead of

in 56 like a whole blood donation). Height, weight and iron requirements are slightly different than for a whole blood donation. Men must weigh at least 150 pounds and be 5'1" or more; women must weigh at least 175 pounds and be 5'5" or more. Donors must also have an iron level of at least 40 percent.

Interested in learning more? Got a high demand blood type like Type O+, O-, B- or A-?

Call 1-800-GIVE LIFE and ask to talk to a double red cell recruiter.

The way we give...

A random sampling of blood donors who have reached milestones in the Great Lakes Region...

Alan Etson, 31 gallons, Grayling. Only two things have kept **Alan Etson** from donating blood: basic training and a short bout of antibiotics four months ago. "Aside from that, I'm proud to be a blood donor," says the U.S. Army veteran who served during the Vietnam War and has been giving blood since he was 17. "My brothers went to war, but I served state-side. I took that as a sign that I was meant to give blood."

Richard Grovom, 38 gallons, Grand Blanc.

When a fellow serviceman in the barracks needed emergency surgery, **Richard Grovom** rolled up his sleeve to help save a life. That was 1945. Ten years and multiple donations later, Richard reaffirmed his commitment to give when his one-and-a-half day old daughter needed blood because of a peptic ulcer. "My motto is it's better to give than to receive," says Richard. "I'll be getting my 39th gallon pin in October."



Richard Grovom

Ron Behm, Grand Haven. 20 gallons.
Timothy Bullerdick, Grand Haven. 20 gallons.
James Jennings, Marshall. 20 gallons.
David Thumm, St. Joseph. 20 gallons.
Dan Eagles, Greenville. 21 gallons.
Louis Forsythe, Hastings. 21 gallons.
David Jaks, Eaton Rapids. 21 gallons.
Craig Newberry, Flint. 21 gallons.
Peter Baum, Battle Creek. 22 gallons.
Theodore VandenBrink, Zeeland. 22 gallons.
Patricia Beffel, Clark Lake. 23 gallons.
Bob Scholl, Hillsdale. 23 gallons.
Robert Skinner, Byron. 23 gallons.
Cecil Paradine, Tekonsha. 25 gallons.
Bill Anderson, Brighton. 26 gallons.
William E. Burnam, Rose City. 27 gallons.

Do you know a blood donor who has reached a significant milestone? We'd like to say thanks by listing their name in Lifelines! Call or e-mail Ann Kammerer at 517-318-7360 or kammerera@usa.redcross.org.

Program aims to improve customer service

Blood donors in the Great Lakes Region are being asked to help improve and reinforce good customer service through a new **Mystery Donor program**.

The program works by having **blood drive sponsors** recruit anonymous donors. These Mystery Donors go through the donation process and then fill out an evaluation form that rates blood drive staff and volunteers in areas like professionalism and attentiveness.

The Mystery Donor can be almost anyone, from a **multi-gallon donor** to a **first-timer**. A Mystery Donor keeps his or her identity a secret from blood drive staff and remains anonymous afterward. As a show of thanks, Mystery Donors are entered into a quarterly drawing for premium prizes.

Interested in being a Mystery Donor? Talk to the coordinator of your local blood drive, or to any donor recruitment representative.



What's your count?

Most of you know your blood type. But do you know your **platelet count**?

If you donate whole blood in one of **11 counties** in the Great Lakes Region, chances are we've been running one more test on your donation to assess the concentration of platelets in your blood. We do this to meet the demand for platelets.

Platelets are the tiny particles in blood that **aid clotting**, and are frequently prescribed to patients with **cancer, leukemia and other serious diseases**. The American Red Cross is seeking donors with **platelet counts of 200 or higher**, who are **blood type A, B or AB**. So . . . if you fit these criteria, you may be hearing from one of our recruiters to see if you'd like to try donating platelets.

We have lots of donors who give both whole blood and platelets, so be sure to check on your eligibility. We have centers in Lansing and Flint, and will be expanding to the Kalamazoo area in the next year.

Want to learn more?

Contact Amber Kanski at 517-318-7292
or kanskiar@usa.redcross.org.



American Red Cross

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LIFELines

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You can quote me on that!

We asked people who work in the public eye to tell us why someone should give blood through the American Red Cross. Here's what they said . . .

"Giving blood through the American Red Cross is a wonderful way to be of service to the community. It is a simple, yet powerful opportunity, to help save lives, and you never know when any of us may need to rely on the generosity of other blood donors."

John Obeid, Dealer Operator, Metropolitan Lincoln Mercury

"Human blood cannot be manufactured. Volunteer blood donors are the sole origin of hope for many who need whole blood or one of its products. The generosity of American Red Cross blood donors makes the ultimate difference for those patients and families needing it most." **Roger Curtis, President, Michigan International Speedway**

"It's important to give back to the community and help others, especially when you're an endangered species like myself." **Big Lug, Lansing Lugnuts**



Roger Curtis



Big Lug

Tell us why...

You've done it. Again and again. That's commitment.

But did you know that nearly **20 percent** of the people who gave blood in the last six months were doing it for the **first time**? Did you know, too, that the majority of those first-timers **never give blood again**?

We want to know **what motivates you...** Your insights may inspire someone to a **lifetime of giving**. Think of it. It's another way you can help save a life in between the times you roll up your sleeves.

We'll print all or part of what you say... as space permits.

Please. Tell us today. Call or e-mail Ann Kammerer at 517-318-7360 or kammerera@usa.redcross.org.